

Message Text

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ORIGIN ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 SIG-02 /020 R

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R 201458Z SEP 76

FM SECSTATE WASHDC
TO AMEMBASSY ASUNCION
AMEMBASSY BRIDGETOWN
AMEMBASSY GEORGETOWN
AMEMBASSY GUATEMALA
AMEMBASSY KINGSTON
AMEMBASSY LA PAZ
AMEMBASSY LIMA
AMEMBASSY MANAGUA
AMEMBASSY MONTEVIDEO
AMEMBASSY NASSAU
AMEMBASSY PANAMA
AMEMBASSY PARAMARIBO
AMEMBASSY PORT AU PRINCE
AMEMBASSY SAN JOSE
AMEMBASSY SANTIAGO
AMEMBASSY SANTO DOMINGO
AMEMBASSY SAN SALVADOR
AMEMBASSY TEGUCIGALPA

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E.O. 11652: N/A

TAGS: BEXP, XR, XK, XL

SUBJECT: FY 1977 COMMERCIAL ACTION PROGRAMS

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REFERENCE: STATE 135966

1. NO CHANGES SUGGESTED IN FORMAT OF CAP'S IN FY 1977.

ACTION POSTS ARE REQUESTED TO DRAW UP CAMPAIGN ACTION PROGRAMS IN FOUR TO SIX PRODUCT CATEGORIES OR PROJECT-RELATED OPPORTUNITIES CONSIDERED TO OFFER THE HIGHEST POTENTIAL FOR INCREMENTAL U.S. EXPORT SALES DURING THE COMING YEAR. SOME USDOC TARGET INDUSTRIES SHOULD NORMALLY BE INCLUDED, BUT MOST CAP'S (AND CCP'S) CONTAIN CAMPAIGNS FOR OTHER TARGETS OF OPPORTUNITY AS WELL. YOU MAY ALSO USE THE CAP SUBMISSION TO REQUEST WCAG SUPPORT FOR PLANNED POST-CONDUCTED ACTIONS. WCAG REPLIES WILL ADDRESS ANY REQUESTS SO MADE.

2. AS IN THE PAST, PLEASE ESTIMATE THE RESOURCES TO BE DEVOTED TO EACH CAMPAIGN (PERSON DAYS - FSO AND FSL, AND FUNDS - TRAVEL, REPRESENTATION, OR CONTRACT SERVICES). BUDGET REQUIREMENTS SHOULD BE COORDINATED WITH THE ADMINISTRATIVE OFFICER.

3. QUARTERLY PROGRESS REPORTS WILL NO LONGER BE REQUIRED, ALTHOUGH CAP-RELATED ACTIVITY REPORTS ARE WELCOME AS WARRANTED DURING THE YEAR. INSTEAD, PLEASE REPORT ON PROGRESS AT MID-YEAR (BY APRIL 15) AND AT THE END OF THE FISCAL YEAR (BY OCTOBER 15).

4. THE MID-YEAR PROGRESS REPORT SHOULD FOCUS PRIMARILY ON THE EXPERIENCE GAINED IN IMPLEMENTING THE CAP DURING THE FIRST SIX MONTHS. IF A SHIFT IN EMPHASIS IS INDICATED OR CHANGES ARE RECOMMENDED, THESE CHANGES SHOULD BE COVERED. OTHERWISE, THE MID-YEAR REPORT REMAINS ON THE MANAGEMENT BY EXCEPTION BASIS, I.E., REPORTING ONLY SIGNIFICANT DEVIATIONS FROM THE PROGRAM.

5. THE FINAL REPORT, IN ADDITION TO REPORTING SIGNIFICANT OVER-ACHIEVEMENTS AS WELL AS UNDER-ACHIEVEMENTS, SHOULD ALSO SERVE AS AN ANNUAL COMMERCIAL ACTION PROGRAM ASSESSMENT. THE ASSESSMENT SEGMENT SHOULD ADDRESS SUCH QUESTIONS AS:

A. WERE THE CAMPAIGNS APPROPRIATE TO THE MARKETING
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OPPORTUNITIES?

B. WHAT PROBLEMS WERE ENCOUNTERED IN EXECUTING THE CAP?
HOW WERE THEY OVERCOME? COULD WCAG HAVE BEEN OF GREATER ASSISTANCE?

C. WERE POST RESOURCES ADEQUATE FOR THE TASKS PROGRAMMED?

6. PLEASE SUBMIT FY 1977 CAP'S BY AIRGRAM TO ARRIVE
IN WASHINGTON BY MID-OCTOBER. ROBINSON

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NNN

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